

RFQ Questions and Answers 7/18/16 to 7/27/16

RE: Request for Statement of Qualifications: Pesticide Communication and Evaluation Services

Due Date for RFQ: August 5, 2016, 5:00pm

1. With regards to the budget of \$90,050 is this all for labor or does it also need to include production of Task 3 (Advertising Content)?
Completion of all tasks would need to be included in the total budget of the contract, \$90,500.
2. Is Task 4: Implement Media Strategy – referring to a Media buy? If so, does that budget need to come from the overall budget?
Completion of all tasks would need to be included in the total budget of the contract, \$90,500.
3. Does Task 4: Data Collection also need to come from the overall budget?
For Task 4, implementation of any media (social media ads, billboards, flyers, etc) would also be included under the budget.
4. Regarding the audience reach, please confirm this is for the 9 counties of the Bay Area.
The proposer can define the audience, but it should be somewhere in the Bay Area. In general, we suggest a more targeted audience than all 9 counties unless the proposer has the ability to leverage existing work to reach such a broad audience.
5. Please can you at this juncture identify a county which we can use for planning purposes for this proposal. If there is a county you know is the most sensitive - has the *most residential home and garden pesticide users*, please just provide that as a place holder.
We have left the RFQ intentionally open for the proposers to identify a geographic area they propose to work in. As written before, this could include the entire Bay Area. Proposers can leverage existing work, partnerships, collaborations if they choose. As mentioned in the RFQ,
"The strategy and implementation may incorporate a pilot project to be implemented in Marin in collaboration with the County of Marin's Pesticide Reduction Outreach Campaign and the Marin County Stormwater Pollution Prevention Program (MCSTOPPP). This project includes target audience (e.g. multi-unit residential building managers, non-OWOW stores that sell pesticides, professional landscapers, or home owners) may be identified with input from the selected Contractor."
You are also welcome to propose a full project in Marin County.
6. Are you currently working with an outside agency to provide similar support? If yes, are they participating in the SOQ?
As stated in the RFQ, we do have a history of collaborating with Our Waters Our World on this project, however the aspect of this project covered in the RFQ is a standalone piece.
7. Will you consider marketing firms outside of the Bay Area?
Yes
8. Is there a preference over use of emerging and traditional media placements as opposed to a strategic integration of both?

Our primary interest in 1) impact and 2) improving our capacity to understand linkages between behavior change communication and evaluation. We do encourage the use of emerging media, however a mix of emerging and traditional placements could also work.

9. What media tactics have been utilized previously?

The RFQ provides a link to OWOW and also mentioned MCSTOPP and I would suggest you refer to their websites for more information.

10. With the goal of measuring the level of change in residential behavior, does a baseline survey/research report exist to measure gains against? If so, can you share that document?

No, not that I am aware of.

11. Beyond media metrics such as clicks, click-through-rate, and web visit analytics, would you like a follow-up research tactic that measures behavior changes included in our response?

Yes

12. Will all outreach materials need to incorporate the OWOW branding and website as a primary or secondary focus?

No

13. Which local, regional and state branding will also be included?

At this point, just SFEP, as well as the funder. However, you would be welcome to suggest new branding ideas within the proposal.

14. What is the media budget for this campaign? What is the production budget for this campaign?

For both questions: Both budgets are included in the total cost of the contract, \$90,500.

15. I also would like to know if you have an incumbent agency.

I'm assuming you mean a marketing/communications agency we are already working with? If so, no we do not.

16. Regarding the audience reach, please confirm this is for the 9 counties of the Bay Area.

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18. Are printing and media placement costs included in this contract budget?

Yes

19. Are analytics for the OWOW website available for distribution?

To be honest, I am not sure and the person to ask is out on family medical leave.

20. Can you share final program reports from 2012-2016?

We do not have final program reports since the project is ongoing.

21. Can you share the advertising and evaluation strategy plans or related documents developed for 2012-2016?

We did not develop advertising and evaluation plans during this time period.

22. Who provided these services in 2012-2016?

We worked with [BASMAA](#) and [OWOW](#) during this time period, and also developed a program called [Got Ants?](#). Services were provided by staff.

23. Have BASMAA or OWOW prepared interim/year-end reports during the project?

I only took over project management in early 2016, so I don't have an answer to this question.

24. Will BASMAA and OWOW still be working on this project as a matter of course, or are they also bidding through the RFQ?

We are currently not working with BASMAA on this project any longer. They are not bidding (that I am aware of) on this RFQ.

25. Is there a particular reason ABAG and SFEP are seeking to transition this work to consultants?

As a staff, we have had challenges bridging the communication and evaluation component of this project. We are hoping to bring on consultants who have this expertise both to finish the project successfully, and for the lessons learned document to help with our own capacity-building.

26. The goals of the project request a targeted campaign. Several audiences and behaviors are mentioned, and the approaches for each can be very different. Is there a specific audience that is preferred? For example, a different approach and outreach tactics will be needed for multi-family property managers vs. landscape contractors vs. residents (audiences mentioned in the Marin pilot.) Or will the contractor work with the SFEP to narrow down the audience once they are hired?

We encourage proposals that pin-point a specific audience target and tactics. We don't have one pre-assigned, and would like proposals that can propose and implement one. However, we can work to shape specifics after the contract has been awarded if needed. When we were awarded this grant, we did not realize the challenge we would face in pairing communications and evaluation! We are hoping to utilize this contract to implement a final communications effort that pairs evaluation, and learn by working with experts on the topic. However, we are not wedded to a specific audience to do that.

27. There is emphasis on advertising, new media, as preferred channels to utilize for spreading the message. Do the advertising costs need to come from the \$90K budget? Or is there separate budget for expenses, including printing and other production?

Yes

28. Is the scope of work proposed in this project to be the actual scope of work in the contract? Or is it considered a sample of our approach and methodology, with which SFEP can evaluate a firm's qualifications?

The tasks come directly from our work plan, but the specifics of how they are implemented will be up to the consultant and will be described in the strategy to be developed in Task 2.

29. It would be more strategically sound to make a recommendation for a project scope, including target audience, channels & evaluation methods after reviewing past efforts, and going through a strategic development process. Is there any more specific background information to share, like project final reports, or any research done prior to the past efforts that may provide insight?

There has not been much evaluation of the project up to this point, aside from quarterly reports. In addition, the former project manager is on temporary leave at the moment. So, there might be more synthesized deliverables but I can't access that information. I would suggest developing this as a standalone effort. A part of the proposal might involve analysis of past efforts to assess lessons learned from the overall project. We would do our utmost to share quarterly reports, our work plan and other materials with the contractor who was selected. By that time, she will be back in the office.